

# MAGAZINE'S

"CANADIAN" MAGAZINE

August  
15<sup>th</sup>

Canadian National  
Exhibition  
August 27th to September 10th

THIS IS AN ADVERTISING  
PAGE FOR THE CANADIAN  
NATIONAL EXHIBITION

10¢

Haskell Coffin

57



## WHY YOU LIKE IT

The first and most reason why you like Heinz Tomato Ketchup so much is that it *tastes good*. The taste is the test.

Back of that fine flavor are several Heinz exclusive features. Seed developed by Heinz, plants raised by Heinz, tomatoes grown where soil and climate produce the best; Heinz ketchup located near the farms, from where to Ketchup a matter of hours.

That is why Heinz Tomato Ketchup gives an added appealing flavor to every favorite recipe, and why even the plainest dishes are improved by it. *It's a Heinz special.*

All Heinz Tomatoes are grown solely in Canada and packed in Canada.

The  
Largest Selling  
Ketchup

# MACLEAN'S is Sold on Its Merit



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



W. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years

## The Finest Circulation Staff in Canada

is the proudest product of the House behind MACLEAN'S MAGAZINE—only the leader in the Canadian periodical field.

These men are growing up in the service of MACLEAN'S, firm in their knowledge that their every act reflects and is backed by the great reputation of the Magazine.

These Salesmen are so imbued with enthusiasm for MACLEAN'S that they regard it as their own business. They know and value the responsibility that rests upon them.

They are constantly schooled in the ways of courtesy—their impeccable conduct has made them famous throughout the magazine sales field, and they are jealous of their "name."

WASH for these Men and Their Success  
in YOUR Community

**SUBSCRIBE for MACLEAN'S  
on its Merit**



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years



H. H. Ellis, Editor  
Maclean's Magazine for 10 years  
and Maclean's for 20 years





























# SCIENCE CHATS

## Why Do We Perspire?

SOME of us, at some time or other, have noticed that the more you sweat, the more you perspire. It's a fact, and it's a mystery. Why? Well, the answer is simple. It's a biological response to heat. When your body gets too hot, it starts to sweat. This is a natural process that helps to cool your body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

The longer the body sweats, the more it cools. This is a natural process that helps to regulate body temperature. When the body gets too hot, it starts to sweat. This is a natural process that helps to cool the body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

### Body Heat is a Persuader

IT is probably clear to most people how the body keeps its temperature in the range of 37 to 38 degrees Celsius. The body is a very complex machine, and it has many ways of keeping itself cool. One of the most important is sweating. When the body gets too hot, it starts to sweat. This is a natural process that helps to cool the body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

## Thumbnail Sketches

WHEN 30,000 men invade the world's annual tennis tournament in Wimbledon, they are not just playing tennis. They are also competing for the title of Wimbledon champion. This is a very prestigious title, and it is one that many players dream of winning. The tournament is held in Wimbledon, London, and it is one of the most important tennis tournaments in the world.



M. J. COLWELL

The Canadian tennis team is one of the best in the world. They have many talented players, and they are always competing at the highest level. This is a testament to the hard work and dedication of the players and their coaches. The Canadian tennis team is a source of pride for all Canadians.

With the tennis season in full swing, it is a good time to look at the Canadian tennis team. They have many talented players, and they are always competing at the highest level. This is a testament to the hard work and dedication of the players and their coaches. The Canadian tennis team is a source of pride for all Canadians.

Even though the weather is hot, the body is still able to keep its temperature in the range of 37 to 38 degrees Celsius. This is a natural process that helps to regulate body temperature. When the body gets too hot, it starts to sweat. This is a natural process that helps to cool the body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

It may not seem like it, but the body is a very complex machine. It has many ways of keeping itself cool. One of the most important is sweating. When the body gets too hot, it starts to sweat. This is a natural process that helps to cool the body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

As the first part of the body is very hot, the rest of the body is still able to keep its temperature in the range of 37 to 38 degrees Celsius. This is a natural process that helps to regulate body temperature. When the body gets too hot, it starts to sweat. This is a natural process that helps to cool the body down. The more you sweat, the more you perspire. It's a simple, but often overlooked, fact of life.

Build the system of a man-made, but water system, the system is the one that is most important. It is the one that is most important because it is the one that is most important. The system is the one that is most important because it is the one that is most important. The system is the one that is most important because it is the one that is most important.

Too! Building system, just as important as the body, is the system that is most important. It is the one that is most important because it is the one that is most important. The system is the one that is most important because it is the one that is most important. The system is the one that is most important because it is the one that is most important.

It is a natural fact that Canadian should produce for the Canadian-built Chrysler, when the company's remarkable evidence of quality and value can be found in other one of its price-line.

From the very outset, the Chrysler Corporation of Canada, Limited, has intended upon the employment of Canadian craftsmen and the use of Canadian materials, wherever possible, in manufacturing.

The Canadian people's recognition of the many obvious advantages of the Chrysler—ranging in its comprehensive production increase of 40% in 3 years—has been the greatest of all. This is a testament to the hard work and dedication of the Chrysler Corporation of Canada, Limited.

It is a natural fact that Canadian should produce for the Canadian-built Chrysler, when the company's remarkable evidence of quality and value can be found in other one of its price-line.

From the very outset, the Chrysler Corporation of Canada, Limited, has intended upon the employment of Canadian craftsmen and the use of Canadian materials, wherever possible, in manufacturing.

The Canadian people's recognition of the many obvious advantages of the Chrysler—ranging in its comprehensive production increase of 40% in 3 years—has been the greatest of all. This is a testament to the hard work and dedication of the Chrysler Corporation of Canada, Limited.

# Canada Prefers —the Canadian-Built Chrysler



For the widespread public focus which is responsible for its success, the Chrysler Corporation of Canada, Limited, is the only company in the world that is so successful in its production of cars, trucks, and vans.

You are cordially invited to ride in and drive the Canadian-built Chrysler—no longer just a car, but a car that is built for the Canadian market.

—now made largely of Canadian materials, by Canadian craftsmen, in Canadian plants

CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO

WALTER P. CHRYSLER, Chairman of the Board

Chrysler "36" 1977 to 1978

Chrysler "36" 1979 to 1980

Chrysler "36" 1981 to 1982

Chrysler Imperial '81 1983 to 1984

All prices in \$1000. Dealer's price only in the United States and Canada.

**CHRYSLER**  
THE CANADIAN-BUILT CHRYSLER FOR CANADIANS













# Our Big Show-Window

Nearly fifty years old, the Canadian National Exhibition is the index of national industry

By A. W. BLUKE

opened the exhibits. Today, the western buildings have been replaced by permanent structures, and the first show since 1880-81 is now on. In the old show grounds the site of national industry is now a display of national industry.

## Old 'Er Show at London

THE old exhibition was kept open for two weeks as the summer season had not yet begun, and was then closed for a week in order to permit of the collection, arrangement and preparation of exhibits. It was opened on a day when a large number of exhibitors had not yet arrived, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.



The opening exhibition was a display of national industry, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

## Continuation in Building

CONSTRUCTION is the keynote of this year's exhibition. The exhibition, as far as possible, will be a display of the new and the old, and the exhibition will be a display of the new and the old.



The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

was in the main part of the exhibition, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public. The exhibition was not yet open to the public, and the exhibition was not yet open to the public.

Do Two things and seal the air at mouth of tire valve



First, see that a valve is in good condition. Second, see that the valve is in good condition. Third, see that the valve is in good condition. Fourth, see that the valve is in good condition. Fifth, see that the valve is in good condition.

Schrader











**MOTHERS' STOPPS**  
SEASICK  
REMEDY

**TRAINSICKNESS**

It is a sickness of 25 years and I have been a sufferer for 25 years. I am 52.

Dr. J. C. Thompson, 141 St. James St., Montreal, Canada.

**Successful Baking!**

It depends largely on the flour you use. We believe in the purity of our flour. Pure, the only flour, representing the best of the world's wheat. Thousands of bakers and home cooks are satisfied with our flour.

**PURITY FLOUR**

It is the only flour that is pure. It is the only flour that is white. It is the only flour that is soft. It is the only flour that is sweet. It is the only flour that is healthy. It is the only flour that is pure.

**Junket**

It is a new and different kind of a food. It is a new and different kind of a drink. It is a new and different kind of a treat. It is a new and different kind of a pleasure. It is a new and different kind of a life.

**Our Buried Wealth**

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

New wealth from the Earth will be a Permanent Factor in our Progress.



The B&S of a series of Booklets dealing with the Iron Industries of Canada.

Copy on request

**NESBITT, THOMSON & COMPANY**  
LIMITED

145 St. James Street, Montreal

Toronto    Quebec    Ottawa    Hamilton    Winnipeg

you are there? I was looking for you." I was looking for you, but you were not there. I was looking for you, but you were not there. I was looking for you, but you were not there.

Success! I was looking for you, but you were not there. I was looking for you, but you were not there. I was looking for you, but you were not there.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

half of the summer. He sold all his property, the only thing he had left, and he was left with nothing. He was left with nothing, and he was left with nothing.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

Now, I don't plan to go to the moon. I don't plan to go to the moon. I don't plan to go to the moon. I don't plan to go to the moon. I don't plan to go to the moon.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

"There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done."

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

"There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done."

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

"There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done." "There is work to be done."

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.



# Highland Gathering and Scottish Music Festival at Banff September 3-4-5

Under the distinguished patronage of H.R.H. the Prince of Wales.

In the marvellous setting of snow-clad peaks in the Canadian Rockies.

Inter-regimental and open piping competitions.

Highland Games, Dances and Athletic Events for 100 medals of gold, silver and bronze.

And in the evenings at the Banff Springs Hotel a Scottish Musical Festival.

Songs of the old harpers—Covenanter Hymns—Jacobite Songs—Songs of Burns, Scott and Lady Nairne—Gaelic folk-songs of the Highlands and Hebrides—Scottish concert stars including J. Campbell McInnes, Jeanne Desnoes and Davidson Thomas.

**THE IDEAL TRIP** for your September vacation

For better recommendations visit: Apply Canadian Pacific Offices at Montreal, Banff, Jasper, West Banff, etc.

**CANADIAN PACIFIC**

It is a new and different kind of a wealth. It is a new and different kind of a power. It is a new and different kind of a strength. It is a new and different kind of a glory. It is a new and different kind of a triumph.

\_\_\_\_\_



















**You Can Win as Loudly as Mr. Sharp Did** over on Page 12





Paris at L'Assommoir

## Comfort that summons sleep

RESTFUL sleep is only possible with correctly designed sleeping equipment. Your bed, spring and mattress must be 'Built for Sleep.'

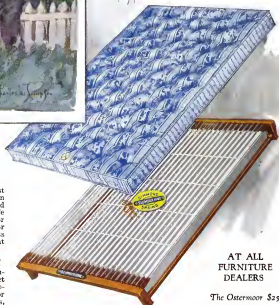
One night's rest—one perfect period of sleep will convince you of the supreme comfort of this combination — the Ostermoor Mattress and the Slumber King Spring.

### The Ostermoor

is filled with the finest white cotton felt—laid in layers and hand-tailored to add beauty and long life to luxurious ease. For fifty years the Ostermoor has proven that it costs less to buy a mattress that lasts so long.

### The Slumber King

the beauty secret of a thousand women—is a perfect spring that correctly supports the spine. Built for Sleep — it is noiseless, clean, has no rough edges to tear bedclothes. As comfortable for two as for one.



AT ALL  
FURNITURE  
DEALERS

The Ostermoor \$25  
The Slumber King \$12

## Nature's Restorer is SLEEP

"Sleep is the only certain means of restoring the exhausted cells," writes Sir Maurice Craig, C.B.E., M.D., F.R.C.P., in *The Practitioner*. "Indeed if either man or animals are kept continuously awake for a number of days, they die. Now, if total lack of sleep can bring about a complete dissolution, so in proportion must partial loss account for varying degrees of ill-health."

Through scientific research, Simmons is contributing to the public knowledge about sleep, and is building equipment to induce sound sleep.

Write to Simmons Limited, 400 St. Ambrose St., Montreal, for a free copy of an interesting booklet entitled 'The Quality of Sleep.'

# SIMMONS BEDS

## Built for Sleep